

Rep Order# 6861014 Ver# 1 Status New  
EC'd Yes

Traffic Order# 6861014

Printed: 10/04/2012 8:08 AM  
Last Received: 10/04/2012 7:55 AM  
Showing Buylines: All Lines

1 of 5

Station KTNV-TV LAS VEGAS, NV  
Advertiser ( ) .DSCC IE  
Product D.S.C.C. IE  
Estimate# 1936  
Buyer Maura Gilroy  
Phone#  
Fax#

Agency ( ) GREAT AMERICAN MEDIA  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 42/45/1936  
Flight Dates 10/05/2012 - 10/08/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=\*

--- REMARKS ---

THIS IS A NEW CONTRACT

TOTAL 87,150

PLS CONFIRM ASAP

THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	----	----	-----	-----
	1	F	6A-7A	ACTION NWS@6AM<	:30	\$750.00	10/05-10/05	1	1	1	\$750.00	
	2	F	7A-9A	GD MRN AMR-ABC<	:30	\$750.00	10/05-10/05	1	1	1	\$750.00	
	3	SA	5A-6A	ACTN NWS SA@5A	:30	\$450.00	10/06-10/06	1	1	1	\$450.00	
	4	SA	6A-7A	ACTN NWS SA@6A	:30	\$750.00	10/06-10/06	1	1	1	\$750.00	
	5	SA	8A-9A	ACTN NWS SA@8A	:30	\$750.00	10/06-10/06	1	1	1	\$750.00	
	6	SU	5A-6A	ACTN NWS SU@5A	:30	\$450.00	10/07-10/07	1	1	1	\$450.00	
	7	SU	7A-8A	GD MRN-SUN-ABC	:30	\$850.00	10/07-10/07	1	1	1	\$850.00	
	8	SU	10A-11A	AVG. ALL WKS	:30	\$750.00	10/07-10/07	1	1	1	\$750.00	
	9	F	9A-10A	MORNING BLEND<	:30	\$400.00	10/05-10/05	1	1	1	\$400.00	
	10	F	10A-11A	VIEW-ABC	:30	\$1,000.00	10/05-10/05	1	1	1	\$1,000.00	
	11	F	11A-12P	ACTN NEWS@11AM<	:30	\$650.00	10/05-10/05	1	1	1	\$650.00	

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Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

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---	---	---	---	-----	---	---	-----	---	---	---	-----	-----
	12	F	12P-1P	CHEW-ABC	:30	\$850.00	10/05-10/05	1	1	1	\$850.00	
	13	F	2P-3P	GENRL HOSPITAL	:30	\$350.00	10/05-10/05	1	1	1	\$350.00	
	14	F	4P-5P	JUDGE JUDY	:30	\$650.00	10/05-10/05	1	1	1	\$650.00	
	15	F	5P-530P	ACTION NWS@5PM<	:30	\$900.00	10/05-10/05	1	1	1	\$900.00	
	16	F	6P-630P	ACTION NWS@6PM<	:30	\$1,000.00	10/05-10/05	1	1	1	\$1,000.00	
	17	F	630P-7P	ACTION NWS@630<	:30	\$1,100.00	10/05-10/05	1	1	1	\$1,100.00	
	18	F	7P-730P	ACCESS HOLLYWD<	:30	\$850.00	10/05-10/05	1	1	1	\$850.00	
	19	F	730P-8P	MILLIONAIRE	:30	\$850.00	10/05-10/05	1	1	1	\$850.00	
	20	F	9P-10P	PRIMETIME LIVE	:30	\$4,500.00	10/05-10/05	1	1	1	\$4,500.00	
	21	SU	9P-10P	REVENGE	:30	\$5,000.00	10/07-10/07	1	1	1	\$5,000.00	
	22	SU	10P-11P	666 PARK AVENUE	:30	\$6,500.00	10/07-10/07	1	1	1	\$6,500.00	
	23	SU	8P-9P	ONCE UPON A TIME	:30	\$4,500.00	10/07-10/07	1	1	1	\$4,500.00	
	24	SA	10P-11P	PRIMETIME LIVE	:30	\$4,500.00	10/06-10/06	1	1	1	\$4,500.00	
	25	F	8P-9P	SHARK TANK	:30	\$2,500.00	10/05-10/05	1	1	1	\$2,500.00	
	26	SU	8P-9P	ONCE UPON A TIME	:30	\$6,500.00	10/07-10/07	1	1	1	\$6,500.00	
	27	F	11P-1135P	ACTION NWS@11P	:30	\$1,500.00	10/05-10/05	2	1	2	\$3,000.00	
	28	SA	11P-1135P	ACTION NWS@11P<	:30	\$1,250.00	10/06-10/06	1	1	1	\$1,250.00	

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---	---	---	---	-----	---	---	-----	---	---	---	-----	-----
29	SA	1135P-1235A	CASTLE		:30	\$750.00	10/06-10/06	1	1	1	\$750.00	
30	F	1135P-1205A	NITELINE		:30	\$750.00	10/05-10/05	1	1	1	\$750.00	
31	SA	9A-4P	COLLEGE FOOTBALL		:30	\$3,000.00	10/06-10/06	1	1	1	\$3,000.00	
32	SA	5P-830P	SAT. NITE FOOTBALL		:30	\$4,500.00	10/06-10/06	1	1	1	\$4,500.00	
33	F	5A-530A	ACTION NWS@5AM<		:30	\$450.00	10/05-10/05	1	1	1	\$450.00	
34	F	530A-6A	ACTION NWS@5AM<		:30	\$650.00	10/05-10/05	1	1	1	\$650.00	
35	M	6A-7A	ACTION NWS@6AM<		:30	\$750.00	10/08-10/08	2	1	2	\$1,500.00	
36	M	7A-9A	GD MRN AMR-ABC<		:30	\$750.00	10/08-10/08	2	1	2	\$1,500.00	
37	M	9A-10A	MORNING BLEND<		:30	\$400.00	10/08-10/08	2	1	2	\$800.00	
38	M	10A-11A	VIEW-ABC		:30	\$1,000.00	10/08-10/08	2	1	2	\$2,000.00	
39	M	11A-12P	ACTN NEWS@11AM<		:30	\$650.00	10/08-10/08	2	1	2	\$1,300.00	
40	M	12P-1P	CHEW-ABC		:30	\$850.00	10/08-10/08	2	1	2	\$1,700.00	
41	M	2P-3P	GENRL HOSPITAL		:30	\$350.00	10/08-10/08	2	1	2	\$700.00	
42	M	4P-5P	JUDGE JUDY		:30	\$650.00	10/08-10/08	2	1	2	\$1,300.00	
43	M	5P-530P	ACTION NWS@5PM<		:30	\$900.00	10/08-10/08	2	1	2	\$1,800.00	

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---	44	M	6P-630P	ACTION NWS@6PM<	:30	\$1,000.00	10/08-10/08	2	1	2	\$2,000.00	-----
	45	M	630P-7P	ACTION NWS@630<	:30	\$1,100.00	10/08-10/08	2	1	2	\$2,200.00	
	46	M	7P-730P	ACCESS HOLLYWD<	:30	\$850.00	10/08-10/08	2	1	2	\$1,700.00	
	47	M	730P-8P	MILLIONAIRE	:30	\$850.00	10/08-10/08	2	1	2	\$1,700.00	
	48	M	11P-1135P	ACTION NWS@11P	:30	\$1,500.00	10/08-10/08	2	1	2	\$3,000.00	
	49	M	1135P-1205A	NITELINE	:30	\$750.00	10/08-10/08	2	1	2	\$1,500.00	

#### ---REPORT TOTALS---

Report Totals: 65 / \$87,150.00

#### ---SALES MONTHLY TOTALS---

Oct 12: 65 / \$87,150.00

Sales Totals: 65 / \$87,150.00

Station Totals: 65 / \$87,150.00

Lines not sent/rcld/rtrn: 0 / \$0.00

#### ---COMPETITIVE---

Market Totals	\$378,913	KBLR	0%	KLAS	26%	KSNV	24%	KTNV	23%	KTUD	1%
		KVCW	2%	KVMY	6%	KVVU	18%				

#### ---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11  
Demos RA35+

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---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE